What is claim d is:

1. A display device comprising:

display pixels disposed in a matrix form to display color images;

driving circuits to drive said display pixels; and

first, second and third signal lines to connect said display pixels to said driving circuits;

wherein said driving circuits include a reference gray scale signal circuit to sequentially provide a predetermined number of reference gray scale signals in accordance with color characteristics of said display pixels when writing operations are carried out on said signal lines during each horizontal scanning period,

a digital-to-analog conversion circuit to convert digital video signals supplied to said display pixels in response to said reference gray scale signals to analog signals; and

a signal supply circuit to provide said analog signals to said first, second and third signal lines;

wherein said signal supply circuit provides said analog signal to said first signal lines as video signals when said reference gray scale signals are supplied in response to said color characteristics of said display pixels and outputs said analog signals to said second and third signal lines as preliminary video signals when said video signals are

supplied to said second and third signal lines in each scanning period.

2. The display device according to Claim 1, wherein said reference gray scale signal circuit includes:

resisters to divide power source voltages to output said reference gray scale signals; and

switches to select said resisters in accordance with said color characteristics.

3. The display device according to Claim 1, wherein said reference gray scale signal circuit outputs said reference gray scale signals in order of potentials thereof from a lower one to higher one.

4. A display device comprising:

first, second and third display pixels regularly disposed in a matrix form to display first, second and third color images, respectively;

first, second and third signal lines connected to said first, second and third display pixels, respectively;

first, second and third reference gray scale signal circuits to output first, second and third reference gray scale signals corresponding to said first, second and third color images, respectively;

a digital-to-analog conversion circuit to convert

digital video signals corresponding to said first, second and third signal lin s to analog signals in response to the reference gray scale signals; and

a signal supply circuit to supply said analog signals to said signal lines as video signals;

wherein said signal supply circuit includes:

a first switch to connect said first signal line to said digital-to-analog conversion circuit during a first period during which said first reference gray scale signal is outputted;

a second switch to connect said second signal line to said digital-to-analog circuit during a second period during which said second reference gray scale signal is outputted; and

a third switch to connect said third signal line to said digital-to-analog circuit during a third period during which said third reference gray scale signal is outputted.

5. The display device according to Claim 4, wherein said first period is longer than said second or third period.

6. The display device according to Claim 4, wherein said first reference gray scale signal is smaller than said second reference gray scale signal and said second reference gray scale signal is smaller than said third reference gray scale signal.

7. A method of driving a display device comprising:

disposing first, second and third display pixels regularly in a matrix form to display first, second and third color images, respectively;

connecting first, second and third signal lines to said first, second and third display pixels, respectively;

outputting first, second and third reference gray scale signals corresponding to said first, second and third color images, respectively;

making a digital-to-analog conversion circuit convert digital video signals corresponding to said signal lines to analog signals in response to said first, second and third reference gray scale signals;

supplying said analog signals to said signal lines as video signals;

connecting said first, second and third signal lines to said digital-to-analog circuit during a first period during which said first reference gray scale signal is outputted;

connecting said second and third signal lines to said digital-to-analog circuit during a second period during which said second reference gray scale signal is outputted; and

connecting said third signal line to said digital-to-analog circuit during a third period during which said third reference gray scale signal is outputted.

8. Th method of driving a display device according to Claim 7, wherein said reference gray scale signal circuit selects said reference gray scale signals with overlapping periods between said first and second period, said second and third periods and said third and first periods, respectively.

9. The method of driving a display device according to Claim 7, wherein said reference gray scale signal circuit outputs said reference gray scale signals in order of potentials thereof from a lower one to higher one.